



# CSU Bakersfield

## School of Business and Public Administration

Position #: 19/20 BPA 02

### School Information:

The School of Business and Public Administration at California State University Bakersfield (CSUB) is accredited by the AACSB. The School of Business offers a BS in Business Administration as well as an MBA. Accounting is the most popular concentration in the School of Business.

### Department Information:

The Department of Management and Marketing is in the School of Business & Public Policy Administration at California State University Bakersfield. For more information, go to the following site: <http://www.csub.edu/bpa/>

### General Information:

California State University, Bakersfield, founded in 1970, is one of twenty-three campuses of the CSU System and currently has an enrollment of over 10,500 students. The University services a socially and ethnically diverse population of 800,000 in an area of 10,000 square miles. The city of Bakersfield (population over 350,000) is located in the southern San Joaquin Valley and has a much lower cost of living than coastal California. Los Angeles, the Pacific Ocean, Mojave Desert, and Sierra Nevada Mountains are all within a two-hour drive from campus.

**Position:** Assistant Professor of Marketing (Digital Marketing & Social Media subareas of interest)

**Type:** Tenure-Track

**Academic Year:** 2019/2020

**Available:** August, 2019

**Location:** Management & Marketing Department  
School of Business and Public Administration  
California State University, Bakersfield  
9001 Stockdale Highway, 20 BDC  
Bakersfield, CA 93311-1099

**Contact:** Trisha Bales, Administrative Support Coordinator  
Department of Management & Marketing  
(661) 654-2181

**Deadline:** Review of applications begin February 25, 2019 and will continue until the position is filled.

**Description:** The Department of Management & Marketing in the School of Business and Public Administration (BPA) at CSU-Bakersfield is seeking applicants for an Assistant Professor tenure track position in Marketing, with a focus in digital marketing and/or social media to begin the Fall semester. Applicants with strong teaching skills and a demonstrated ability to publish in pedagogical and applied journals in their area can be considered for appointment at the rank of Associate Professor, although tenure will still need to be earned.

**Required Qualifications:** Applicants possessing a PhD or DBA in Marketing or a related field from an AACSB accredited business school are sought. ABD's are encouraged to apply but would be expected to complete their degrees within one year from the beginning of their appointment. Candidates are expected to demonstrate evidence of potential for strong teaching and research. Demonstrated commitment to working successfully with a diverse student population is also required.

**Preferred Qualifications:** Effective teaching experience in digital marketing and/or social media at the undergraduate and graduate level is preferred. A record of excellence in teaching and learning is desired, along with excellent communications and interpersonal skills. Published or forthcoming peer-reviewed publications in the marketing and related disciplines are a plus, as well as prior work experience in digital marketing and/or social media.

**Background Check:** A background check (including a criminal record check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSUB employees who apply for the position.

**Mandated Reporter:** The person holding this position is considered a "mandated reporter" under the California Child Abuse and Reporting Act and is required to comply with the requirements set for in CSU Executive Order 1083 and a condition of employment.

**Compensation:** Commensurate with experience and qualifications. CSUB offers a generous benefit package (e.g. excellent health, dental, vision, and retirement benefits).

**Application Process:** Interested candidates should submit a cover letter, vitae, example of scholarship, evidence of teaching effectiveness, and three references. Please email your submission to [digitalmarketingsearch@csub.edu](mailto:digitalmarketingsearch@csub.edu). Completed applications received by February 25, 2019 are assured full consideration.

**Clery Act:** CSUB's annual crime report includes statistics for the previous three years concerning reported crimes that occurred on campus, in certain off-campus centers, such as our Antelope Valley Satellite Campus and on property within, or immediately adjacent to and accessible from CSUB. The report also includes policies concerning security on campus, such as alcohol and drug use, crime prevention, reporting crimes, sexual assault, and other subjects. Additionally, a daily log of offenses is maintained and can be reviewed at the front desk of the Department of Public Safety. You can obtain a copy of the annual report by contacting the Department of Public Safety/University Police at (661) 654-2111 or by logging on to their website at: <https://www.csub.edu/compliance/Clery/index.html>.